

PLData Interview with Bob Feron

Bob Feron is the Head of Language Services at the Brazilian Embassy in Washington. He has translated numerous speeches and articles for three Brazilian presidents and a wide variety of other Brazilian government documents, including laws, treaties, diplomatic notes, trade policy texts, macroeconomic analyses, presidential letters, human rights cases, art exhibit catalogues and a few books. He has also been the official interpreter for meetings involving many high-level Brazilian visitors to Washington, including two Justice Ministers and quite a few Governors, Senators and Congressmen. Bob also runs the Embassy's translation apprenticeship program.

Bob grew up in England, Israel, Poland and Switzerland, studied Political Science at MIT and joined the U.S. Foreign Service as a Political Officer in 1983, serving in the American Embassies in Ottawa (2 years) and Brasília (3 years). He also served four years at the State Dept. in Washington D.C., working on issues involving Brazil and other South American countries. Following that, for one year he was Program Director of the Institute of Brazilian Business and Public Management Issues, at the George Washington University School of Management, before joining the Brazilian Embassy, where he has been the senior translator since 1994 and Head of Language Services since 1998.

Bob is a long-time member of the PLD and lectured at the annual PLD meetings in Atlanta (1997), Las Vegas (1998) and Charleston, SC (2001).

Interviewers: TB - Tereza Braga, and IB - Ines Bojlesen

TB – Bob, most of us in the PLD have already met you or at least know who you are. You have contributed a great deal to our community through the Trad-Prt email list forum and various presentations you have given at our annual PLD meetings. As the division's present administrator, I take this opportunity to thank you for being associated with our division, as well as for your many contributions as a tremendously reliable and resourceful translator and mentor.

Bob – Thank you for the kind introduction. You and your predecessors deserve our thanks for directly contributing to the continued success of the ATA-PLD.



The growth of the Internet revolutionized translation terminology research techniques and Trad-Prt, which as I recall was first “launched” at a PLD meeting in 1995, was one of the earliest manifestations of this new mode of online terminological research. Renato Beninato's truly inspired idea of creating an international online community of translators of Portuguese has greatly matured and become better organized in recent years. Specialized email lists such as Trad-Prt facilitate instantaneous consultation among professional translators scattered around the world of a sort that was virtually inconceivable before the early 1990s.

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MINUTES OF THE PLD ANNUAL MEETING HELD IN ATLANTA ON NOVEMBER 7, 2002

The meeting began at about 1:55 pm with Tereza Braga's request for a volunteer to take photographs. The call to order occurred officially at 1:58 pm.

The current Board members introduced themselves: Tereza Braga, Administrator from Texas; Katia Iole, Vice-Administrator from Florida; Ines Bojlesen, Treasurer from Oregon, and Arlene Kelly, from Massachusetts, busily typing away as Secretary. Minutes from the meeting of 2001 were read.

Elections will be held for a new Board in 2003, in Phoenix. A nominating committee will be formed in March. Anyone interested in the experience of holding office in the Portuguese Language Division is welcome to run. If no candidates present themselves, the committee will contact eligible potential candidates.

Holding the 2002 Spring Meeting in Santa Fe was a difficult decision due to the unstable national and world scenarios; indeed, there was a smaller than usual number of participants but whose enthusiasm overcame their quantity. It was announced that the 2003 meeting will be held in Florida. The possibility of coordinating activities with FLATA (the Florida Chapter of ATA), was proposed by Giovanna Lester, FLATA president. Ines emphasized the need for speakers both at the spring meeting and the annual ATA conference, scheduled for Phoenix in 2003.

Mary David from ATA headquarters has been offering increased support and participation.

Although there was some discussion about holding a biennial spring meeting instead of an annual, there was a consensus on retaining our annual meeting. Aside from the success of our initiative among ATA divisions, it is one of the most enjoyable of our division activities, and it is being copied by the other, newer divisions. An additional benefit of attending the annual division meeting comes from the modified accreditation system that takes continuing education into consideration in order to maintain what will be now called the "certification" status. Even though it is not possible for everyone to attend an annual Portuguese Division meeting, it makes sense to hold it since it is the only opportunity to have presentations in and about Portuguese only. Due to the rise in availability of mini-conferences offered by ATA throughout the year, which began in 2001, the Board recognizes it is a difficult choice. However, our meeting stands out as the cornerstone for those of us who work in Portuguese interpreting or translation.

Ines presented the Treasurer's report: 70% of the money derives from membership dues and the greatest expense is the spring meeting. The Portuguese Language Division is one of the only divisions with a Treasurer. All monies received are sent and expenses incurred are paid directly by ATA. Our organization is a good example for others to follow. The budget is created and managed by ATA, under the supervision of Walter Bacak.

According to Ines, the Treasurer's job is simple as a result of the support given by ATA and the structure that has been established. We are fortunate to have guidelines drafted by Donna Sandin, who generously shared them with all divisions.
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FROM THE ADMINISTRATOR

A Market in Crisis or Growing Pains? Maybe Both



The ATA national conference in Atlanta helped us put a very difficult year behind us. For many, 2001-2002 may well have been one of the worst phases of their careers. And it is not over – it was commented

that the number of exhibitors in Atlanta was still very low, when compared to the “good times” of last century...

Still, the energy was high in the room during our own PLD gathering. Even when Neco Laterman reviewed the conference on a sour note, he had a definite grin on his face: “I came to find a species in extinction – clients!” And at our traditional PLD dinner, we had a record of 51 enthusiastic participants!

We are definitely into the 00s now and it has been a restless time overall, in any sense we can think of. I wish every one of you a productive and rewarding year, nevertheless. It is our second on the Board of the Portuguese Language Division. We cannot complain of boredom, that’s for sure. Everyone is talking. I opened my “articles” file last week and just by looking at the four titles spread out on my desk, I had the pulse of the moment. These are titles I do not remember seeing before, in my career. The LISA newsletter (nr. 3.1) brings “The Death of the Amateur Translator’s Skills in the Modern World” (Fry et al.). The Abrates newsletter, from Rio de Janeiro, features “Será que Vou Ter Trabalho Amanhã?” (R. Beninatto). The Translation Journal has posted “Translation: A Market in Crisis?” (D. Nogueira) and Multilingual Computing & Technology magazine (vol. 13, issue 7) came out with “The End of Translation as We Know It?”

These articles are fascinating in the way they force us to check our definitions and premises. What is a translator? How have the opportunities out there changed? Why am I not exploring them? Do I

understand the profound structural change the industry is undergoing? “The atmosphere of fear, uncertainty and doubt exists partly because the translation industry is so deeply fragmented that many players cannot see the wood for the trees,” says the LISA Newsletter article. I remember Danilo Nogueira talking about this fragmentation way before the present crisis. In his new article, Danilo says that “responses to the crisis have been many, diverse and often lacking in objectivity” and “it seems that translators, usually so logical in dealing with technical issues, tend to be a little bit emotional and subjective when the matter is money”. He goes on to explain the present recession, the trend towards consolidation of the big agencies and jobs becoming larger and larger, with higher and higher demand for volume discounts and the phenomenon of “those third-world guys.” Don’t miss the article.

The globalization of language is another generalized concern. English has become the *lingua franca* of our times, “crushing local languages in its path, just as Latin steamrolled its way across Europe 2,000 years ago,” says Andres Heuberger in the Multilingual article. Does it mean that the translation industry is on its way to becoming obsolete? No, the author answers. Even if the whole planet is emailing only in English in the near future, “our enhanced ability to communicate with others goes hand in hand with the globalization of trade.” And increased trade brings more need for language services. “In fact,” he says, “never before has the demand for quality translation and localization services been so great. (...) Far from being just one more nail in the coffin of the translation industry, the globalization of language presents us with unparalleled opportunities for growth and success.”

Enjoy your PLData and let’s keep talking! Mark your calendars and register for our PLD 2003 Spring Meeting, on April 25-26, in world-famous Miami Beach! We are lining up exciting sections and will broadcast details soon to all members, both by email and in our website.

Cheers!

Tereza d’Ávila Braga
PLD Administrator ♦

Attention current and new PLD members: have you visited our site recently?

The website of the Portuguese Language Division is:

www.ata-divisions.org/PLD

And many thanks to our volunteer webmaster Nelson Laterman!

My own occasional contributions over the years have been mere drops in a bucket floating on a vast flood of useful information posted to Trad-Prt by others. For several years, now, I've tried to restrict my own participation in Trad-Prt to offering infrequent suggestions that are unlikely to be posted in precisely the same manner by anyone else. Also, both through Trad-Prt and my periodic presentations at translators' gatherings, I have consistently tried to encourage all translators of Portuguese to move towards the long-term goal of building a stronger spirit of true professionalism among translators of Portuguese worldwide.

TB and IB – We have provided your mini-bio as the introduction, for the benefit of new associates, but we'd still like to ask you to expand a bit on it. Why did you live in so many countries when you were growing up?

Bob – I grew up overseas because both my parents were journalists and my father was a foreign correspondent for the New York Times. We attended British schools, a godsend for which I am eternally grateful. The British grade school curriculum still teaches classical English writing and editing skills, two sides of the same coin, which are immensely useful to translators. As a child, I was fairly fluent in both French and Modern Hebrew, and briefly studied Latin.

TB and IB – How did you get involved with the Portuguese language to begin with? What were the criteria for the U.S. Foreign Service to send you to Brasília instead of London, Vienna or Tel Aviv? Did you speak any Portuguese at that point in your life?

Bob – I was just over 30 when I was sent to the Foreign Service Institute (FSI) to learn Brazilian Portuguese prior to my assignment to Brazil as a U.S. diplomat. The most junior U.S. diplomats are traditionally sent only to countries they know nothing about, partially as a litmus test to see whether or not they are adaptable enough to be suitable for the Foreign Service. In early 1985 I

knew nothing about Brazil, which meant I was fully qualified. Six months of full-time study at FSI was enough to learn to speak and understand Portuguese at a professional level.

IB – How old is the Language Services Office at the Embassy? Did it exist before you came on board? Does every embassy have one?

Bob – Most major embassies have quite a few fluently bilingual diplomats and locally hired staff, some of whom have professional translation experience. The hiring competition (*concurso*) through which I joined the Embassy's staff re-established a full-time translator position that had

existed previously, but was then vacant. Initially, I ran the Embassy's "Translation and Editing section," but we changed the section's name to "Language Services" in 1998 because I was no longer the only translator and we were increasingly being assigned to do high-level simultaneous interpreting, as well as vast amounts of editing. Overall, "language services" is probably the most accurate description of what we do.

TB – What is the role of embassies in securing interpreters for high-level government meetings? In books and

movies we often see the State Department providing interpreters when the need arises. I'm thinking of some episodes of "West Wing", on TV. Would a high-level visitor from Portugal or Brazil, for example, be authorized to bring his own interpreter during official visits to the U.S.?

Bob – Presidents and foreign ministers often travel with their own interpreters, when needed, but senior government officials also rely heavily on their local embassies to provide any additional needed language services. The senior official directly involved on each side usually decides how it will be done.

In the case of President Lula's pre-inaugural December visit to Washington, for example, Marcia Loureiro and I at the Brazilian Embassy translated

The Portuguese Language Division

hosts the

9th Annual Spring Meeting

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Lula's lengthy prepared public remarks, after which our translation was reviewed, word by word, by two senior diplomats and two members of Lula's official party, including his personal interpreter. At the National Press Club, where these formal remarks were delivered, it was Lula's personal interpreter who provided the simultaneous interpretation, relying heavily on the translation we had prepared in advance.

TB – Good transition for my next question. Just before this interview, we had learned that President Lula travels with his own Brazilian interpreter. Does the State Dept. (Office of Language Services) have to be involved during the events in Washington? Is the traveling interpreter authorized to also work into English, for the benefit of the U.S. hosts?

Bob – Lula's personal interpreter is highly skilled and is capable of doing whatever Lula requests, in either direction. Each host government is usually well organized to provide language services and the State Dept. is no exception. In very formal high-level meetings, each interlocutor's remarks are typically translated consecutively by his own interpreter. At lower levels, and in more informal settings, such as meals, many senior officials prefer to have their own interpreters whisper continuous simultaneous interpretations in their ear, which facilitates a much more lively and natural conversation.

IB – How many languages is the Embassy equipped to work with? How are your translation apprentices hired? Do they have to be trained at the Embassy?

Bob – With texts, I typically work only from Portuguese into English, but once in a blue moon we have translated from Spanish into English when translating coordinated multilateral texts on regional issues. My colleague Marcia Loureiro translates in both directions. Almost everyone on the Embassy's staff is fluently bilingual and we all use both languages in performing our daily jobs. Our translation apprentices are accepted through the Embassy's internship program and the training they receive is mainly in the form of detailed feedback on the work they do.

IB – What would you say is the most important quality that an embassy translator or interpreter should have?

Bob – This is a truly difficult question. I think there are several essential qualities.

- First and foremost, advanced bilingual fluency;
- Second, an unwavering dedication to accuracy and precision;
- Third, skill and experience at differentiating those meanings and nuances that truly matter from those that don't;
- Fourth, lightning-fast advanced terminological research skills, relying heavily on the web, dictionaries, glossaries and personal contacts, often including phone calls; and
- Last, but not least, a fluently bilingual command of the key concepts, policies, philosophies, ideologies, technical terms, acronyms and abbreviations in a wide array of international and public policy arenas is truly essential for anyone who wishes to provide professional language services in an international public policy setting, such as an embassy or international organization.

In my experience, a sophisticated familiarity with key aspects of many different public policy realms is most easily acquired – and maintained – by reading high quality weekly newsmagazines and newspapers in both (or multiple) languages. This can quickly become a time-consuming proposition, so perhaps this type of daily terminological research in the print media is not for everyone.

TB – Let's now leave diplomacy aside and talk business. You have always encouraged independent contractors to "stick to their guns" and never lower their prices. Would you still stand by this advice notwithstanding the instability in the translation market?

Bob – I don't recall having ever called on translators and interpreters to "never" lower prices, but I continue to believe they should do everything in their power to maintain and sustain their prices. Towards this end, I believe all professional translators and interpreters should seek truly effective ways to develop "niche" specialties and markets well suited to their professional skills and experience, because it is within such carefully cultivated "niche" markets that the highest prices can be charged without much risk of losing one's best clients.

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TB – We have news of PLD members leaving for other careers, alleging that they can no longer find work here in the US....

Bob – The global trend towards increasingly relying on bidding competitions to contract out technical translations, as though they were merely “commodities,” where competition is based mainly – or solely – on price and deadlines, is one of the main factors contributing to instability and revenue loss in the translation industry. The virtually inevitable side effects have included a dramatic loss of accuracy, precision, quality, idiomaticity and translation income.

Personally, I have always argued that the best route to long-term success in the freelance translation market is for freelancers to thoroughly understand and promote market differentiation, both as individual professionals and when acting collectively, such as through the ATA and PLD.

I strongly suspect that those freelance translators who are now having the most trouble may include most of those who in the past have tried to compete mainly on the basis of price and deadlines. It’s simply not possible for freelance translators based in New York or Los Angeles to compete solely on the basis of price and deadline against translators (or translation firms) based in Argentina or Brazil, where the cost of living is now so much lower.

Improved and expanded client education efforts are urgently needed. All major translation clients worldwide need to fully understand that purchasing translations is analogous to purchasing legal or medical services, but is quite different from purchasing wheat or bananas by the bushel. There are a surprising number of translation clients who haven’t yet figured this out.

TB – Have you ever had to make a living as a freelancer? Do you know many Portuguese translators who are making a very good living as independents?

I’ve never yet worked solely or primarily as a freelance translator, but one never knows what the future may hold. In the last year, I’ve done much more freelance interpretation work than previously and I’ve enjoyed it. I have dozens of friends who are full-time freelancers, so I hear about market conditions all the time. Market differentiation of

language services is a fact of life today, so we need to adapt better and learn to deal with it.

Clients who are willing to pay a high premium for accuracy, precision, and reliability can often be found in predictable places, such as at law firms and investment houses, where virtually all translation and editing costs can be passed on to third parties. Similarly, they can frequently be found in those places where the client is far more concerned about the potential costs arising out of a translation error than the potential cost of the translation itself, as is so often true when translating high technology patents, for example. It is often still possible for highly skilled and experienced freelance translators to be well paid in many “niche” markets such as these.

IB – Do you know of any gender preference in the hiring of interpreters in Latin-American countries?

Bob – There are more female translators and interpreters, but I have never heard of any sexual discrimination.

TB – Please allow us to talk a little politics. What is your prognosis for the Lula administration as far as foreign relations are concerned? Do you expect the next four years to be much more difficult in the relationship between Itamaraty and the U.S. State Dept. than the eight years of the Fernando Henrique administration?

Bob – I’m strongly optimistic that the Brazilian economy will fare much better than last year’s pundits had predicted for a national government run by President Lula. I also believe the direct involvement of both Itamaraty and the State Dept. in managing bilateral and multilateral relations will definitely contribute to maintaining stability, as has already been demonstrated during the President-Elect’s December visit to Washington and in seeking a new means of addressing the ongoing crisis in Venezuela.

TB – How do you like life in Washington D.C.? Do you have family in the U.S.? Have you lived in other American cities?

Bob – I have a wonderful Brazilian wife and two kids, one of whom is fluently bilingual and the other of whom is still in diapers. We live in the D.C. suburbs and like the area. A long time ago, I lived in Boston and Cambridge, Mass., but only during my university years. ♦

Portuguese Spoken Here

(reprinted with permission from the Brazzil magazine)

Those learning Portuguese will find good-humored words to deal with major or minor "headaches." A small problem may be described in Portuguese as *um pepino* ("a cucumber") while a big one is considered to be *um abacaxi* ("a pineapple").

[John Robert Schmitz](#)

During my frequent trips to different parts of the world, I have met many people who even though they have a good deal of formal education seem to know little or nothing about Brazil or the Portuguese-speaking world. My aim is simply to get more people interested in knowing more about this universe. Hopefully, some might even want to learn Portuguese and visit one of the countries where the language is spoken.

A conservative estimate is that Portuguese is spoken by 180 million people and some specialists claim that the total may be as high as 220 million speakers in the world. In ranking, Portuguese is in sixth place with more speakers than Bengali, Russian, Japanese, Korean, and surprisingly German and Italian. This information points to the fact that Portuguese, spoken in Europe, Africa, the Far East (West Timor,) and in the Americas is a force in the world.

Based on statistics from the year 1999, Mozambique has a population of 20 million people while Angola has approximately 13 million inhabitants. The three other Portuguese-speaking nations—Guinea-Bissau, The Cape Verde and Saint Thomas & Príncipe Islands together have a population of about 2 million.

Many people do not know that there exists an association of these nations whose official language is Portuguese. This entity bears the initials PALOP (Países Africanos de Língua Oficial Portuguesa—African Nations with Portuguese as Official Language). With so many speakers, certainly those who want to learn Portuguese will have plenty of people to talk with.

There are other facts that point to the importance of Portuguese as a major world language. In the year 1999, over 43,000 titles were published in Brazil alone. In this country, more than 6,000 titles were translated to Portuguese from six different languages: English, French, Spanish, German, Italian and Japanese. In Brazil approximately 290,000 copies were sold. The figures cited here are limited to Brazil. To be sure, if we add the other Portuguese-speaking nations, the totals would be higher. These numbers taken from a study by the Câmara Brasileira do Livro (Brazilian Book Chamber) may appear to be low compared with the number of books published in France, Germany, Britain or the USA but they do indeed indicate that a lot of ideas and a wealth of facts and information are being communicated in Portuguese. The sheer volume of material in Portuguese might very well be used as a good reason to invest in the study of the language. It is also important to remember that Brazil is the largest Portuguese-

speaking country in the world with a population in 1999 of 164 million people. In ten years' time the population will no doubt pass the 200 million mark.

For those who speak Spanish, it is fairly easy to learn Portuguese. But those who have studied Spanish will have to work hard for Portuguese has its own specific grammar, distinctive vocabulary, pronunciation and intonation. Those who begin their study of Portuguese should not be deluded by the similarity between the two languages. The differences are often subtle. Spanish speakers indeed have to make a concerted effort when learning Portuguese for there is the danger in their case of the development of a fossilized "intermediary" language called in Brazil "*portunhol*", a mixture of Spanish and Portuguese.

Spanish pronunciation has been characterized in popular terms as sounding like the marching of soldiers in a parade or the noise of a heavy thundershower on a tin roof. Portuguese to some ears may seem more mellifluous than Spanish.

For those who like to study different languages and enjoy grammar (or syntax) Portuguese will provide some interesting surprises. In formal written Portuguese, in passive expressions in the future tense such as "it will be said", "it will be stated", the pronoun "*se*" (which signals passive) is inserted between the root of the verb and the marker of the future: "*dir-se-á*" (it will be said) and "*dar-se-á uma ordem*" ("an order will be given"). This process is called *mesóclise* in Portuguese or mesoclysis in English. Another interesting characteristic of Portuguese is the fact that infinitives can be conjugated. Some examples with personal endings conjugated (shown in bold type) are: "*idéias para eles considerarem*" ("ideas for them to consider") "*um assunto para nós refletirmos*" ("an issue for us to think about"). English grammar does not have this refinement.

It is indeed a fact that English has only one first person plural pronoun—"we" as in: "*We the People*" and Martin Luther King's famous "*We shall overcome*". Portuguese happens in this instance to be more expressive with two subject pronouns—"nós" for formal use and "*a gente*" for informal use. Thus, there are two possible ways to translate the English, "we work all day long": "*Nós trabalhamos o dia inteiro*" and "*A gente trabalha o dia inteiro*". "*A gente*" is very flexible and functions as well as an object pronoun. An example taken from the 19th Century Brazilian novelist Aluísio Azevedo's

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O Mulato, (The Mulatto) "...despeça-se da gente" ("Say (farewell) good-bye to us"), [Aluísio de Azevedo, *O Mulato*. São Paulo: Martins, 1959, p. 109]. In informal Portuguese, a *gente* functions as a personal pronoun: "*um amigo da gente*" meaning " ("a friend of ours").

Portuguese, similar to its sister language Spanish, can handle subtle semantic and pragmatic distinctions with the choice of two verbs, "*ser*" or "*estar*", while English has to get along with just one— "be". So, to render the Portuguese "*João está feliz*" and "*João é feliz*" in English, with the presence of only one verb, more information would have to be provided. For the first, "John is happy today/ right now" and for the second, "John is happy by nature or always that way."

Quite different from its sister Romance Languages, Brazilian Portuguese has shown its originality by adopting a strategy called "pro-drop" (pronoun dropping) by linguists. Many of the world's languages employ this strategy to simplify communication. In English or Spanish, speakers are obliged to employ object pronouns. For example, English speakers say, "Give me the book" or "Give it to me." Spanish speakers say, "*Déme el libro*" or "*démelo*". Speakers of informal Brazilian Portuguese say, "*Me dá*" or "*dá*". Quite different from English, Brazilian Portuguese is quite economical for its speakers are not obliged to insert object pronouns "I like it" or "I want some" in responding to questions like "Do you like ice cream?" or "Do you want some coffee" for they can simply answer respectively "*Gosto*" e "*Quero*".

Those who have studied Spanish, Italian or French are familiar with the names of the days of the week. Monday respectively in these languages is *lunes*, *lunedì*, *lundi*. Many people are not aware that Portuguese breaks this pattern with numbered days, "*segunda-feira*" (second market day = Monday), "*terça-feira*" (third market day = Tuesday), "*quarta-feira*" (fourth market day) and so on.

The point of my description of Portuguese is to show that the language is linguistically distinct and original. As in the case of other languages, it is very rich with an impressive number of words, ranging from very formal and cultured ones to very expressive and colloquial vocabulary items. A very dramatic example in the formal language is the expression *tomar providências* meaning "to take measures to get something done". Very expressive indeed for sometimes to get something done quickly requires "providence", and for some, it may be a question of Divine Providence!

Portuguese also has a nice word for the English "ordeal" — the word *peleja* is heard quite frequently in the beautiful, quite mountainous heartland state of Minas Gerais (General Mines), famous for its small towns with exquisite baroque churches.

Those who enroll in Portuguese language courses will meet some very good-humored words and expressions to deal with major or minor "headaches" of every-day existence, especially in our dealings with other people. A small problem facing us may be described in Portuguese as *um pepino* ("a cucumber") while a big one where a solution is too difficult to reach is considered in Portuguese to be *um abacaxi* ("a pineapple"). This word is picturesque indeed for to peel a pineapple is a real chore and no doubt this is why Americans prefer their pineapples in cans. When a person who displeases us finally decides to go away, we often mutter the words "Good riddance". In Portuguese, one often says, *já vai tarde* or "he is leaving late"!

Only those who have learned Portuguese can appreciate the very pithy idiomatic expression "*golpe do baú*", which describes the situation in which one not very well-to-do individual finds a very affluent marriage partner and lives "happily ever after". This expression, literally "the coup of the trunk" reveals its age for it refers to a time when rich spouses kept their money and jewels in trunks rather than in safety deposit boxes.

A look at color terms in the different languages of the world will indicate their specific nature and provide a glimpse of different cultures. In Portuguese, when things are going great and life is fine, Brazilians say *Tudo Azul!* Quite different from English where the color "blue" designates just the opposite. In Portuguese one can buy "red eggs" or *ovos vermelhos* while in English they are brown. People who are jealous of their neighbors' goods in Portuguese are *roxas de inveja* ("purple with envy). In English, jealousy is associated with the color "green", that is, "green with envy".

All languages show distinctiveness in their use of numbers in idiomatic expressions. The number 13 is not unlucky as in English. In Brazil, the thirteenth floor of apartment houses and office buildings are duly marked. In some countries the 13th floor is simply skipped. A nice name for a business that sells lottery tickets is "Bola 13" ("Ball 13"). There is also a chain of supermarkets in São Paulo (the largest city in Brazil) that bears the name "Bazaar 13". The English expression "half a dozen of one and a half dozen of another" is eight or eighty ("*oito ou oitenta*") in Portuguese. Cats in Brazil are tougher than their counterparts in Britain and in the USA for they get along very well with "seven lives" rather than nine.

Many people believe that globalization at the present time is slowly undermining cultural, economic and political distinctions. While it is true that the varied forces of internationalism are contributing to the *inter*-dependence of nations, fortunately there exist in the world pockets of resistance to globalizing tendencies. Groupings of different nations such as the Hispanic countries in Latin America in

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addition to Spain, the Francophone nations that include a number of African countries, Quebec, France and Haiti (among others), and the different Portuguese-speaking countries all with their different heritages serve to offset, to some extent, the threat of cultural domination and homogenization.

A knowledge of things Luso-Brazilian, of the Luso-Brazilian world, replete with its varied cultural practices and identities provides those who are interested with a vast storehouse of information. Those who work in the area of Luso-Brazilian studies often specialize in one region or set of nations or in a particular discipline, be it literature, anthropology, economics, music or art. An important journal in this field is the *Luso-Brazilian Review* published at the University of Wisconsin (Madison). <http://www.wisc.edu/wisconsinpress/journals>

In the field of literature, Portugal has given the world the epic poem, the famous *Lusiads* penned by Luiz de Camões (Camoens). This poem celebrates the adventures of the Portuguese explorer, Vasco da Gama. The Portuguese have their own Charles Dickens, the writer Eça de Queirós, whose novels have been translated to English. A recent Portuguese writer well known in literary circles in the USA is José Saramago, winner of the Nobel Prize for Literature in 1998.

The Portuguese-speaking nations of Africa have produced as well a vibrant literature in Portuguese that has been translated to English, French, German, Spanish and other major world languages. To cite Angola as a case in point, one can enjoy the writings (poetry and fiction) of Pepetela (Artur Mauricio Carlos Pestana dos Santos), Manuel Rui, Uanhenga Xitu and many others. But, to be fair, it has to be recognized that without the existence of Brazil and its linguistic and cultural input, the Portuguese language would not be as important as it is at the beginning of this twenty-first century.

To gain influence in the world, languages need to increase their number of speakers and widen their geographical space. Continental in size, Brazil is larger than the USA if Alaska and Hawaii are not considered in the comparison. Brazilian Portuguese is indeed distinctive with its mix of European, African and Indian cultures. Worth citing is the volume "Brazilian Civilization" (*A Cultura Brasileira*) first published in 1943 by the Brazilian educator and writer, Fernando de Azevedo.

The famous New York City-based publishing house Alfred Knopf for many years specialized in the translation into English of the Brazilian writers Machado de Assis, Jorge Amado, and Guimarães Rosa. No other South American nation has received this distinction.

Some Brazilians are somewhat fearful about the effects of globalization, the increasing penetration of English words and expressions into their language, and the threat of Americanization of their culture. My belief is that as long as Brazilians continue their specific cultural production, their heritage will not be in danger. The identity of a specific nation lies not in words but in people and their cultural production.

Villa Lobos, Caetano Veloso, Vinicius de Moraes, Chico Buarque, Milton Nascimento, Chico César in the area of music, as well as Clarice Lispector, Lygia Fagundes Telles, Cecília Meirelles and João Ubaldo Ribeiro in the field of literature are true representatives of Brazilian cultural heritage. Of course, the cultural contribution of these individuals has to be disseminated, that is, "exported" to the four corners of the world. Diplomats, cultural specialists, linguists, teachers of Portuguese as a foreign language, university professors and educators in general in the Portuguese-speaking countries indeed have their work cut out for them in the coming years.

In a recent visit to Europe, I came into contact with people from all parts of the world. Surprisingly, many people who I thought were informed about world affairs, asked me quite ingenuously: "what crops are grown in Brazil?" My answer to all those who queried me was the following: "Airplanes, automobiles, computers, refrigerators, armaments, shoes, clothes, medicine, and many other items". I believe that my answer helped many people to see Brazil from a different perspective.

I hope I have convinced my readers that the Portuguese language and Luso-Brazilian studies offer vast opportunities for study, research and cultural enhancement. It is also my fervent wish that this article might encourage readers to visit Brazil, Portugal and other nations where Portuguese is spoken.

John Robert Schmitz is a member of the Department of Applied Linguistics of the Institute for the Study of Language at the State University of Campinas, Campinas, State of São Paulo. He has lived in Brazil for 30 years. He holds a BA degree from Brooklyn College of the City University of New York, an MA from Teachers College, Columbia University and a doctorate in Applied Linguistics from the Catholic University of São Paulo. He was a Fulbright exchange student at the University of São Paulo (1961-1962). His research interests are in the fields of lexicography, translation studies, Brazilian culture, contrastive analysis and language teaching. He has published papers and reviews in *Hispania*, *Meta*, *Language Problems and Language Planning* and *Discourse & Society*. You can contact him at Schmitz@iel.unicamp.br ♦

Portuguese in the ATA Translation Services Directory

A letter from PLD member J. H. Phillips
interpreter@portugueseinterpreter.com

Note from the Editor: *This article is a message sent by PLD member J. H. Phillips last year. I apologize to author and readers for the delay in publication. It concerns the way in which the Portuguese language appears in the ATA online directory. The author attacks it as artificial and devoid of common sense. He defends a return to one single Portuguese language in the directory. He argues that the breakdown into dialects, in order to be useful for our clients, would have to include other languages, too. He lists the different dialects of English and Spanish, for example that would have to be listed in the directory.*

Aos membros da Divisão:

Essa idéia de dividir a língua portuguesa em dialetos no Translation Services Directory ou é boa, ou então é o cúmulo da trapalhada. Se realmente é boa idéia, então aplicar-se-ia com igual precisão às línguas espanholas e inglesas. Sugiro que voltemos a uma única língua portuguesa no diretório e deixemos que os espanhóis e anglos façam as vezes de boi-piranha para testar as águas. Assim que o usuário antes de mais nada tiver que escolher entre inglês da Jamaica, Barbados, Nova Zelândia, Austrália, Canadá, Reino Unido, África do Sul, Trinidad, Irlanda, Caribe, Belize... e ah, sim, dos Estados Unidos, para empatar com espanhol cubano, puertorriqueño, mexicano, chileno, costarricense, panameño, guatemalteco, hondurenho, venezuelano, castellano, peruano, boliviano, paraguaio, argentino, equadoriano, etc. e tal, e ainda existir usuário desse TSD, ficará claro que eu estava errado. Confessarei que essa divisão artificial não é o cúmulo da parvice como antes achava que fosse, e sim, um passo sensato no sentido de uma verdadeira discriminação a sabor do cliente. Prometo até me prontificar para o próximo passo: preparar a lista que forçará tantos quanto escolham os EEUU a em seguida especificarem se o subdialeto que querem é texano, nova-iorquense, californiano, havaiano, floridiano, utense, nevadês, uaiôminguiano, alabamês, etcetera e tal, antes de completar a pesquisa e ver lista de tradutores. Ficarà provado que nós não temos a inteligência ou honestidade de explicar para o eventual cliente que não dominamos todos os dialetos imagináveis, retirando assim a tentação de mentir a respeito dessas qualificações. Peço apenas, e enternecidamente, que deixemos que eles (os espanhóis e anglos) o façam primeiro.
Cheers—JHP ♦

O MUNDO LUSÓFONO EM NÚMEROS

Em uma matéria publicada em 12 de setembro de 2001, a Revista Veja, ao comentar sobre as eleições livres do Timor Leste, chamou a atenção de seus leitores para o fato que o idioma português é minoritário em quase todos os países de colonização portuguesa. E informa:

	No. de habitantes (milhões)	Sabem falar português	Língua mais usada no cotidiano	
Brasil	151	100%	português	100%
Cabo Verde	346	75%	crioulo	100%
São Tomé e Príncipe	126	60%	crioulo	70%
Angola	10,3	60%	umbundu	38%
Moçambique	15,3	25%	makhuwa	23%
Timor Leste	600	10%	teto	100%
Guiné-Bissau	1	2%	crioulo	75%

É curioso lembrar que, apesar do português não ser majoritário nos países da tabela acima, o mundo lusófono é composto de uma população estimada entre 170 e 210 milhões de pessoas. Isso faz com que, como John Schmitz explica no artigo que reproduzimos nesta edição do PLData, o português seja a oitava língua mais falada no mundo (terceira entre as línguas ocidentais, após o inglês e o castelhano). Acrescente-se que a população de Portugal já ultrapassou os 10 milhões de habitantes, segundo dados de 2002.

E não podemos esquecer os pequenos núcleos radicados em Goa, Damão e Diu, onde encontramos o português padrão, mais ou menos indianizado. Até 1961, ano da sua integração na União Indiana, esses núcleos tiveram como língua oficial o português. Hoje em dia, a nossa língua está cedendo seu lugar ao inglês, que funciona como língua veicular na Índia.

E que forma melhor para terminar estas conjecturas sobre nosso idioma do que publicar um poema a ela dedicado por **Olavo Bilac**, poeta brasileiro que viveu no período de 1865 a 1918.

LÍNGUA PORTUGUESA

Última flor do Lácio, inculta e bela,
És, a um tempo, esplendor e sepultura:
Ouro nativo, que na ganga impura
A bruta mina entre os cascalhos vela...

Amote assim, desconhecida e obscura,
Tuba de alto clangor, lira singela,
Que tens o trom e o silvo da procela
E o arrollo da saudade e da ternura!

Amo o teu viço agreste e o teu aroma
De virgens selvas e de oceano largo!
Amo-te, ó rude e doloroso idioma,

Em que da voz materna ouvi: "meu filho!"
E em que Camões chorou, no exílio amargo,
O gênio sem ventura e o amor sem brilho! ♦

Canto Legal

(The Legal Corner)

by Enéas Theodoro



Nota: A finalidade desta coluna é informar e servir de mini-fórum para debate e elucidação de termos e expressões jurídicos. O autor não é advogado, embora tenha cursado Direito e trabalhado intensamente na área durante uns bons vinte anos. Dúvidas ou sugestões?

theodoro@attglobal.net

Le Cirque du Sommeil

Na fase crepuscular entre o cansaço e o sono, durante o trabalho de tradução, às vezes a realidade se confunde com um sonho. Entre mil malabarismos lingüísticos, na corda bamba da semântica, em lances de trapézio vencendo (sem rede) o desfiladeiro cultural entre um idioma e outro... tal qual num circo, com todos os artistas, bichos e palhaços.

Nesse verdadeiro Cirque du Sommeil, qual papel desempenha o tradutor? Mestre de cerimônias, diriam alguns; palhaço, diriam outros, mais cínicos; hábeis artistas, diriam os mais puros de espírito. Talvez o grande humorista inglês Shakespeare tivesse razão ao dizer que no palco da vida cada um, em seu devido momento, desempenha o seu papel.

Talvez seja desse torvelinho de atividades semi-racionais que nasçam alguns dos mais curiosos neologismos, expressões do jargão, chavões e falsos cognatos. Tudo sob a batuta do mestre de cerimônias do Cirque du Sommeil, show itinerante e onipresente, seja no Itamaraty, nas salas de reuniões de multinacionais, nas mais variadas ONG's ou em pequenos home offices, onde quer esteja sendo levado (formal ou informalmente) o espetáculo da tradução.

Seria por isso que o jargão americano está sempre "impactando" os neologismos brasileiros? Neologismos que não "repercutem" bem na Academia Brasileira de Letras... Estaria explicado, então, por que o Michaelis "espelha" melhor a nossa realidade vernacular do que o Aurelião? Com certeza, Paulo Coelho e Sir Ney (alguém se lembra?) têm muito a "refletir" a respeito...

Alguns documentos jurídicos são grande palco para tais espetáculos circenses, onde se apresentam cláusulas que "contemplam" a remuneração a ser auferida pela parte; se as mesmas cláusulas "previs-

sem" ou "dispusessem" a respeito, quem sabe o mestre de cerimônias não precisaria ostentar aquela estranha bola vermelha no nariz...

Fascinantes truques de mágica também podem ser vistos em empresas de construção, onde talentosos engenheiros-lingüistas conseguem, simultaneamente, "implementar" um grande projeto e mais um neologismo. Isso quando não estão, redundantemente, implantando uma "planta" industrial.

Quem nunca ouviu falar dos passes de mágica de alguns médicos, que tiram de sua cartola coelhos tais como "compliance", sem a menor "aderência" aos ditames da ilustre Academia?

Convenhamos, porém, que nenhum desses artistas chega ao nível alcançado por certos advogados, juízes e procuradores tupiniquins, os quais, "inobstante" as regras "elencadas" em livros didáticos que "pertinem" à sua formação em Direito, são responsáveis pela criação—entremeada de sofisticados floreios redacionais—de alguns dos mais exóticos bichos neológicos.

Um crítico das artes de espetáculo (com pendor lingüístico) diria que porventura não fosse justamente nesse palco que se encontraria uma das fontes do dinamismo da linguagem. Que um dia todo mestre de cerimônia já foi palhaço. Que de tão bem sucedido, foi promovido a mágico ou equilibrista; de tão bom domador das feras de tantas academias, acabou sendo promovido a mestre de cerimônias.

Inobstante essa colocação feita a nível lingüístico, não resta a menor dúvida que os melhores tradutores do Brasil, ou seja, os mineiros, querem ver o Cirque du Sommeil longe... Entre seus remédios caseiros, recomendam uma boa dose de conservadorismo e as indefectíveis pesquisas paralelas nos melhores dicionários monolíngües. Uma obra mineiramente recomendável (o autor foi magistrado) para quem redige na área jurídica é a seguinte:

Manual de Redação Profissional
José Maria da Costa
Ed. Millennium (ISBN # 85-86833-50-9)

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Excerpts from Actual Court Transcripts

(Until Proven Guilty)

Lawyer: “Have you ever been convicted of a felony?”

Defendant: “Yes.”

Lawyer: “How many?”

Defendant: “One, so far...”

Defense Attorney: “Are you sure you did not enter the Seven-Eleven on 40th and N.E. Broadway and hold up the cashier on June 17th of this year?”

Defendant: “I’m pretty sure...”

* * *

Enéas Theodoro Jr. is based in Arizona and has 20 years of experience in legal translation. He was a presenter at our PLD annual meetings in Las Vegas and Charleston, and started “The Legal Corner” in 2001 for the PLData. Enéas was a partner with several attorneys in a legal translation office in São Paulo, Brazil, for 10 years. He received his training as a translator/interpreter at the Alumni Association, also in São Paulo, where he later worked as a teachers’ supervisor. He holds certification by the São Paulo State Government. ♦

Don’t miss the most recent article by **Danilo Nogueira** in the Translation Journal!



Translation: A Market in Crisis?

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<http://accurapid.com/journal>

MINUTES OF THE PORTUGUESE LANGUAGE DIVISION

In January (2002) there were 262, which might seem low, but not everyone renews membership in Divisions before December 31. By April 2002, the total number of members had increased again.

Donna wanted to know if there were monies left from previous years, and Ines was able to inform us that there were funds that existed although they did not appear readily in the documents. Donna commented that since publication of the directory had been suspended, the Division was not spending everything. In addition, the PLD has been able to be thrifty through the electronic publication of most of the PLData.

Changes in the PLData editorial staff were announced. Heather Murchison has left as co-editor but will still be an eventual contributor. Ines Bojlesen is now Assistant Editor while Tereza continues as Editor. Ines has been in charge of the design since May 2002, following Galina Raff, who did excellent work for our division newsletter. Contributions to the PLData are always welcome, along with any suggestions about content or articles. The Division would really appreciate receiving contributions related to European or African Portuguese.

Thanks were extended to Neco (Nelson Laterman) for his hard work as our webmaster.

Five people who had never before attended a PLD division meeting were recognized and welcomed. An announcement was made to promote the ATA Legal Translation Conference, planned in New Jersey for early May.

Next, we took a walk down memory lane with Edna Ditaranto, who told us all about the beginning of the Portuguese Language Division. We learned about the group of people at the New York Circle of Translators with a common interest in the Portuguese language including Edna, Susana Greiss, Mario Ferreira and Cliff Landers. Those nine people sharing a meal at a New York restaurant in 1986 began to meet on Saturdays, at Edna’s house. At the ATA annual conference that year, the news was spread and there were three presentations related to Portuguese, one each by Edna, Cliff and Susana. The only other language division at the time was the Japanese Division. In order to form a Division, there had to be 20 active members. One of the directors of ATA at that time, Gabe Bokor, was also a founding member. By 1990, there were 40 members.

Dr. Regina Alfarano announced the only online course in Portuguese Translation available in the country, offered by NYU Continuing Education. A Master’s in Translation is slated to begin in January 2003.

There were a few necessary housekeeping issues dealing with the extremely well-attended dinner planned for that evening and the now traditional “Folia” dance party.

All of the members present introduced themselves, one by one, and told us something about their background and current activities. There were about 40 people present, besides the members of the Board.

And the meeting came to an end.

These minutes were recorded and are delivered by: Arlene M. Kelly, Secretary of the Portuguese Language Division, 2001-2003. ♦

TRADOS TIPS – MAXIMIZING YOUR TRADOS EXPERIENCE

Carla DiFranco is currently a Localization Program Manager at Microsoft. She originally trained as a German to English technical translator, and has worked both as a freelancer and in house at a localization company that specialized in the localization of web-based training courses. Her current teaching assignments include NYU, Bellevue Community College (Bellevue, WA) and the University of Washington (Seattle, WA). You can reach her at carladi@microsoft.com

Translation tools such as Trados aren't always that easy to use – often translators find themselves stuck between the jobs that need to be completed, and the "how" of producing this effectively with the translation tools. On one hand, the tools do help increase productivity and enhance consistency. On the other hand, sometimes it is difficult to navigate between the analysis categories, batch processes and the work we put into the job.

Of course we are all told that we can help ensure quality if we can maximize the use of the translation tools – and of course we would like to be duly paid for the effort put into it. Sometimes the effort put into fighting with the tools seems to cost much more than we had originally intended! The ability to use these tools to their full potential is really the best way around this. I would like to talk about a few different ways we can do this with Trados: running analyses, automatically updating changed content and exploring the ways you can use Xtranslate.

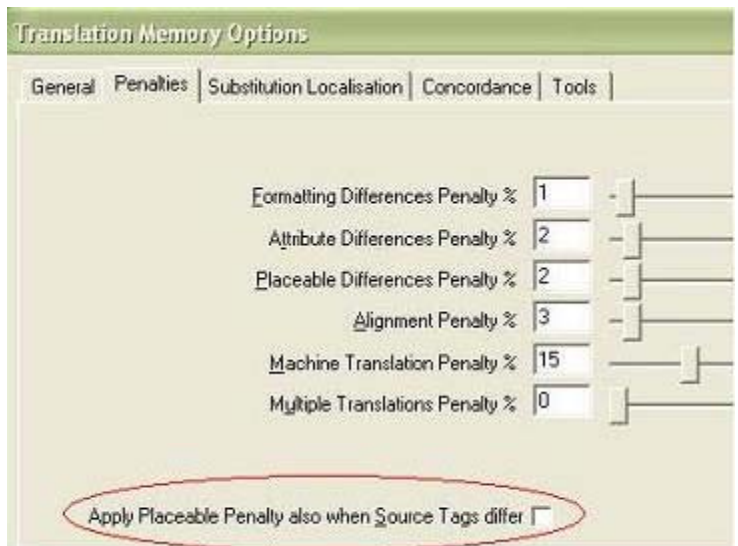
Analyses – what to do? The Trados analysis is really the starting point for a job or a project. Your clients usually should run these on all the translatable content so that the project manager can plan the project and figure out how much time it will take for translation.

I would also recommend running an analysis on files when you receive them. This is a good first indication of the work you will need to do, and it is a way for you to check your client's work. Often, your results will differ from those of your client – but this is not necessarily a cause for panic. Sometimes there are good explanations for this. You may not be using the same Workbench settings as your client, or you may not have been provided with the latest version of the translation memory, or the settings files (*.ini files).

This is relatively easy to fix. After this has all been clarified, and you are both using the same settings, it is still possible that the analyses may be a little off. Believe it or not, even if you have the same settings as your client, an analysis can vary from computer to computer. I have experimented with this, using two computers that have exactly the same configuration and settings. Sometimes the results are off by 10 or 15 words here or there. This may have to do with the size of the project, and a small margin of difference is not out of the ordinary.

What happens when I change some Workbench settings? Tweaking the Trados settings can have an

interesting effect on your analysis results. This will also affect the various categories that are produced. Following are some examples of how the 100% match category can be affected. The dialog box below can be found by clicking on **Options|Translation Memory Options|Penalties** (tab) in the Trados menu bar.



By unchecking "Apply Placeable Penalty when Source Tags differ" you are effectively authorizing the tool to update any placeables in the text. For example, let's say that your translation memory contains the following:

<EN-US>Click the button Next.
<PT-BR>Clique no botão Avançar.

And your new source text looked like this:

<EN-US>Click the button Next.

The difference here is not in the actual text that is translated – for some reason, the link here was changed. Because this is not necessarily part of the "translatable" text, it is flagged as a placeable by Trados. (Also included in this placeables category are numbers, graphics, etc.)

If this option is not checked, the tool will treat these two units as 100% matches – because in this case Trados sees the placeable as the only difference between the old and new source. Trados is smart enough to update the new target translation with the new placeable. So, you could

Continua no verso

automatically have the following update in your new source text:

<PT-BR>Clique no botão Avança.

However, if this option remains checked, the placeable that differed between new and old source would simply be counted as part of the percentage difference between the two segments. For a short sentence like this, it would probably be a minimal difference, falling into the 95-99% category.

How can this be useful? Sometimes updates can encompass a lot of formatting changes (as with HTML tags) or even version changes, etc. If you are dealing with many small updates like these in a translation project, it's a good idea to use this function to your advantage. Trados can update these automatically for you before you actually start manual translation of your text.

Before you begin manual translation (in either Tag Editor or Word, etc.), ensure that this option is unchecked, and run a batch translation of your files against your translation memory. (With your translation memory open, check your settings to ensure they are correct, and in the Trados Workbench menu bar click **Tools|Translate...** and select the files you would like to run this function on. Using the "translate to fuzzy" button in the Trados toolbar will also give you the same results). After you do this, the tool will update these segments automatically for you in your new target TTX files.

For HTML or XML documents, if you would like to cross check the work that Trados did, there is a function for this. Tag Editor has a validation function that will validate whether the placeable tags in the source text are the same as in the target text. By default, this validation looks at all internal tags in the document, but you can program this to only validate the tags that you would like checked. With your translated (TTX) file open in Tag Editor, go to the Tag Editor menu bar and click on **Tools|Plug-ins**. Choosing a verifier will activate a properties button that provides you with a way to add and remove the tags you'd like to check.

Updating placeable content can be rather tedious and this can be time-consuming, depending on the extent of the updates. If you can use this feature to do half the work for you, you have more time to actually concentrate on the text that needs to be edited and translated! Unfortunately, this type of validation is not available for Word documents.

What is a multiple translation? Another penalty setting that is listed in the Workbench settings is the **multiple translations penalty**. This is another feature that can affect your results. It is all dependent on how many translations for the same source segment exist in the translation memory. For example, let's say that your translation

memory has the following two translations of the same source text:

<EN-US>I have a dog. It has brown fur.

<DE-DE>Ich habe einen Hund. Er hat brownes Fell.

The multiple translation here can be seen in the second sentence, where we have one source and two different options for the target, depending on what the pronoun is referring to in the previous sentence. Most of the time, translation memories are set up to accept multiple translations - primarily because of scenarios like this. English does not ascribe gender to nouns, but many other languages do. In that case, it is good to have both options in the translation memory.

In other cases, the multiple translation feature may not be as beneficial. Sometimes we encounter a sentence that has been translated more than one way in a translation memory - even though both translations are similar, it is important that the same translation be used so that the final text is consistent. Here is an example of this:

<EN-US>Click on the Port Settings... button.

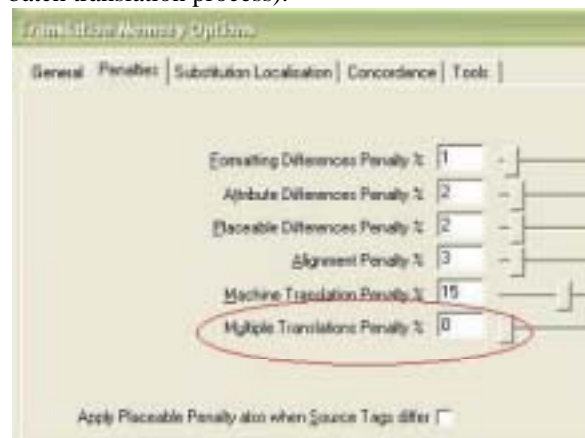
<ES-SP>Haga clic en el botón Configuración de puerto...

<EN-US>Click on the Port Settings... button.

<ES-SP>Haga clic en Configuración de puerto...

The first translation here is correct. The second one is incorrect. Because the translation memory is enabled for multiple target translations, both will be accepted into the translation memory, and they are both classified as 100% matches. This can be problematic if you are expected to automatically update 100% matches from the translation memory.

How should I use this penalty? It is generally recommended that this penalty be used to enforce a context check of 100% matches. When this penalty is used, if your source sentence matches more than one target unit in the translation memory, this will not be automatically inserted during batch translation (see above, where I describe the batch translation process).



Continua na página seguinte

In other words, even though there are many 100% matches in the translation memory, they will show up penalized according to the percentage you enter in the penalties tab (i.e., if you enter "1" in the penalty settings, this will show up as a 99% match, etc.) If these are not 100% matches, you should be able to review them.

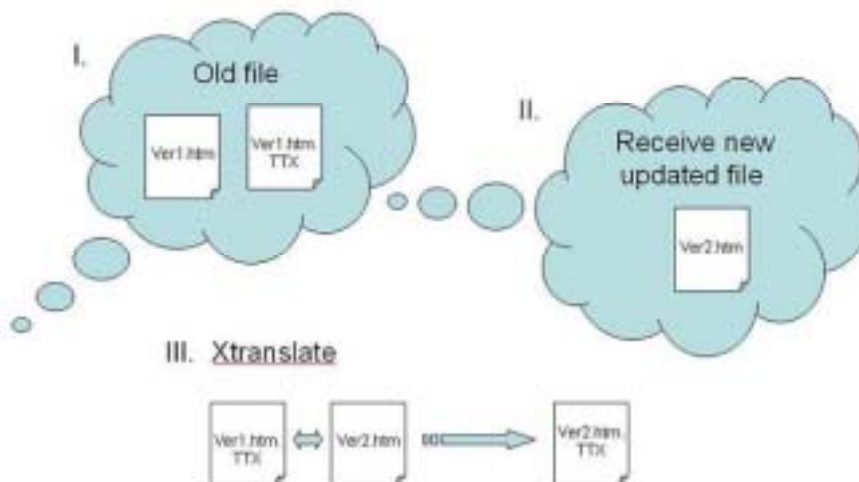
This is an especially good idea if you have received a translation memory from your client, and it happens to contain material from different projects, or it may have material from different translators. Double checking these "100%" matches will ensure that the translation unit makes sense in context, which really does improve quality and consistency.

What is Xtranslate? How is this different from a TM?

The Xtranslate feature is created for updates to files. Rather than matching content from a translation memory, Xtranslate takes matched content from an older bilingual version of the file. This feature is a new addition to the Trados 5.0 suite, and it can be especially helpful when working on updates. Although it is currently buried in the Workspace interface, don't let that deter you from trying it out.

When we translate using a TM (translation memory), it's similar to dipping into a large bucket of translation units to search for a match. We also may not always get the right match. Earlier I explained a bit about the multiple translations that may exist in the TM. Going into a translation memory does not always guarantee that you will be able to match the exact sentence in context. In other words, the 100% matches gleaned from the translation memory may not be 100% matches at all.

The Xtranslate feature uses a different model. This was created to transfer previously translated content within context from the old to the new version of the file. The graphic below explains the workflow.



For the Xtranslate model to work, a few things are needed. First, we need to have the old bilingual files from a past job. Second, we need to have an updated version of those files so that the tool can compare and transfer the content that hasn't changed between versions.

Following the diagram above,

I. We start with an old file (Ver1.htm in this case) and the matching bilingual file (this is created during the translation of Ver1.htm).

II. The new version of the file (Ver2.htm) with some updated content is received.

III. Xtranslate compares the content between Ver1.htm.ttx and Ver2.htm and ascertains what source content has not changed between versions. This is key, because the unchanged content has of course already been translated (in Ver1.htm.ttx). The unchanged source and target language content, as well as any new source content, is transferred to a brand new bilingual file, Ver2.htm.ttx.

From this point, the new bilingual file, Ver2.htm.ttx, can be opened in Tag Editor. When we do this, the units that were transferred intact from the old document are marked with an <XU> tag (for Xtranslated Unit) and these will be locked from any translation. The first unit you will be able to open for translation will be the first new source sentence that was transferred. If you need to make a change to any of the Xtranslated units in the text, this can be done by unlocking the tags in Tag Editor (in the Tag Editor menu bar, click on **Tools|Options|Protection** (tab).

What are the benefits? Of course, this is only helpful for updates to previously translated files, and this also relies on the use of Trados (and respective BIF or TTX files) in the previous translation. If the situation is right for the use of

this tool, it's a tremendous time saver. The tool works rather quickly to update the unchanged translations to the new TTX file, and the first new unit is opened automatically during both batch translation in Workbench and manual translation in Tag Editor. This will save you time reviewing the 100% matches, because they are automatically set by the tool. Also, translating this way doesn't require the use of a translation memory for the old content.

Xtranslate has limitations, however. This feature can only be used on tagged format files, such as HTML or XML content, and it is not available for DOC or RTF. It relies on the existence of a previous translation and a bilingual file for the old source information. Another drawback is that this feature is a bit buried within the Workspace management interface, and Workspace slows the functionality of Xtranslate down quite a bit. On the other hand, the experiments I have performed on this functionality within Workspace have involved thousands of files at a time. For smaller sets of files, it is a very quick and accurate method of updating.

Conclusion

For every benefit Trados provides, there will definitely be a few drawbacks - however this is also the case with using an electric typewriter or paper and pencil to translate. No technology will ever be "perfect" but while we strive for that sometime in the future, we can make the most of these tools as they are created now.

In this short article, I have outlined only a few of the time-saving tips that you can use with Trados, and this is by no means an exhaustive list. The tools themselves are quite complex, and they were originally designed to save us time and money. Sometimes it may not seem that way, especially when your file crashes on you at 3 am, the day that you have an 8 am deadline (of course!). However, the more we know about how the tools function, the better capable we will be of using this functionality to save time and frustration, and make the tools work better for us. ◆



O DIALETO

HACKER - Especialista em programação. O termo também é usado para designar aqueles que invadem sites por diversão. Pichador da Internet.

CRACKER - Quem invade sistemas de segurança para roubar informações e usá-las em proveito próprio.

PHREAK - Hacker que atua sobretudo em sistemas de telefonia, por exemplo para fazer de graça chamadas de longa distância.

SNEAKER - Alguém contratado para atacar sistemas de segurança para testar sua eficácia.

WIZARD - Alguém que conhece algum tipo de sistema a fundo e consegue solucionar problemas em tempo recorde. Pode ser um hacker.

Dicionário de Termos Cibernéticos

Revista Época de 11/03/2002 ◆

How is your grammar?



We have listed below some common language problems in American English. They should be easy to detect and correct for all of us translators, but are they, really? We found them in a newspaper article by professional writing coach Paula LaRocque. She explains that this is a straightforward quiz, not meant to be tricky or tough; it merely comprises the most frequent reader complaints she hears throughout the year. In other words, she says, these are "the common language problems that drive people crazy."

Can you find the problems? Explanations are below. (*Don't peek!*)

- 1) If I was rich, I'd do something about the homeless.
- 2) The administration hopes the faculty will set their own goals.
- 3) We feel badly that we missed your call.
- 4) You've been here longer than me.
- 5) You'll prefer our plan because of it's homeowner protections.
- 6) Leave the parcel with whomever is in reception.
- 7) Tell the boss to fire the ugly, little squid.
- 8) They snuck over the wall.
- 9) Her husband John loves sushi.
- 10) The door prize will go to the Smith's because they arrived early.
- 11) The director gave bonuses to Sally and myself.
- 12) I appreciate you doing this for me.
- 13) This gift will show someone you care about them.
- 14) I want to lay on the beach awhile.
- 15) Twain wrote, "Nothing so needs reforming as other people's habits".

See the explanations in the next page:

Continuação: How is Your Grammar?

1) If I *were* rich. *Were* is preferred in “if” clauses that are contrary to fact or when expressing desire or supposition. I wish I *were* going. If it *were* up to them, nobody would go.

2) The administration hopes the faculty will set *its* own goals. Or: hopes the faculty *members* will set *their* ... *Faculty* is a collective (singular) noun.

3) Feel *bad*. Use adjectives rather than adverbs with sense verbs or with linking verbs such as *seem*, *appear*, *become*, etc. She feels *stupid*, not “stupidly”; looks *pretty*, not “prettily”.

4) Longer than *I*. This sentence means: “You’ve been here longer than I (have),” so we want the subjective *I*, not the objective *me*. We would not say, “You’ve been here longer than *me has*.”

5) *Its*. Like other possessive pronouns – *his*, *hers*, *ours*, *theirs*, etc. – *its* has no apostrophe. *It’s* (with an apostrophe) *always* means “it is.”

6) With *whoever* is in reception. When *whoever* or *whomever* seems to both object and subject, choose *whoever*. *Whoever* is the subject for *is*, and the whole *whoever* clause is the object of *with*.

7) Ugly little squid – no comma. Automatically placing commas between adjectives preceding nouns is common among even professional writers. Here, *ugly* modifies “little squid”; *ugly* and *little* are not separate and equal modifiers. When in doubt, place *and* between the adjectives. If the result sounds odd, you don’t want a comma. A beautiful *and* baby girl – no comma. However, big *and* ugly spider. Sounds fine – therefore: big, ugly spider.

8) *Sneaked*. “Snuck” is as despised as it is common, and you wonder how it even came to be – it doesn’t follow usual forms. The floor *creaked*, not “cruck”; the roof *leaked*, not “luck”; the storm *peaked*, not “puck”.

9) Her husband, John, loves sushi. We’d omit the commas around *John* only if she had more than one husband – her husband John as opposed to her husband Harry. We use commas to set off words identifying a preceding noun or pronoun when those words add parenthetical, nonessential information. If she had more than one husband, then *which* husband we’re referring to would become essential information, and we’d skip the commas.

10) *Smiths*. The word is plural, not possessive! LaRocque says that this “wild” apostrophe is the number one language problem identified by her readers – “it makes people breathe fire”!

11) To Sally and *me*. Stripping “Sally” from this sentence shows the problem: *gave bonuses to myself*. We need the object *me*. The word *myself* is neither subject nor object. “Myself gave a bonus to him” is as flawed as “he gave a bonus to myself.”

12) I appreciate *your* doing this. Use possessive pronouns before gerunds. (Gerunds are words that end in “ing” but act as nouns. “Doing” is a gerund in this sentence.)

13) Show someone you care about *him* (or *her*). Words ending in “one” are singular and should be followed by singular pronouns rather than by *they*, *their* or *them*. Many don’t want to use the masculine pronoun as a generic term applying to both sexes, however, and “he or she” is bulky

and awkward. It’s not necessary to do either; there’s always a better way. Here, we could say simply, “Show someone you care.”

14) *Lie* on the beach. The verb “to lie” means to rest or recline; the verb “to lay” means to place or put. A complication is that *lay* also is the past tense of *lie*, but this sentence is not in the past tense.

15) “...habits.” Everything in the sentence is correct, but in American English, periods and commas go *inside* quotation marks.

-- From the Viewpoints section of the Dallas Morning News, Jan 2003, “Is your grammar good enough to fend off critics?” by Paula LaRocque. ♦

September in Rio!
A New Event

Attention all Portuguese Linguists



A brand-new event
announced by ABRATES

I Congresso Nacional da
ABRATES
September 27-28, 2003
Rio de Janeiro

Information:
Email
congresso@abrates.com.br
Web
www.abrates.com.br

Sabe inglês? Vire tradutor...

Ângela Levy

(reprinted with permission – ABRATES newsletter July 2001)



This article (You know English? Become a translator...) was published in the ABRATES (Brazilian Association of Translators) newsletter of July 2001. I thought it would be useful to reprint it, for the benefit of our many readers who are native Portuguese speakers and are contemplating a career in translation, or just starting out. – Tereza Braga

Ouçõ sempre este comentário, dirigido a ex-estudantes de intercâmbio: “Você não aprendeu inglês? Então, por que não ‘vira’ tradutor? Deve ser fácil – e parece que dá um bom dinheirinho...”

Assim como meus colegas da Abrates, que bem sabem quanto estudo, pesquisa e suadouro são necessários para chegar a ser um tradutor “simplesmente bom”, fico com vontade de dar algumas explicações aos desavisados “muy amigos” dos jovens viajantes. E o faço aqui, esperando que os colegas tenham a oportunidade de passá-las a esses bem intencionados e equivocados conselheiros.

Quais seriam as qualidades indispensáveis a um candidato à profissão de tradutor e de intérprete?

Sabemos que formar esses profissionais é tarefa delicada, difícil e cheia de entraves, sendo importante selecionar candidatos que possuam determinados requisitos: conhecimento perfeito das línguas de chegada, conhecimento profundo das línguas de partida e bons conhecimentos da cultura, história, literatura, tradições e realidade presente dos povos com cuja língua vão trabalhar. (...)

E as qualidades pessoais? Tanto o candidato a tradutor como intérprete precisam ser meticulosos mas dinâmicos, pacientes mas rápidos e auto-confiantes mas conscienciosos, além de donos de um enorme senso de responsabilidade e honestidade profissional. Devem ter grande poder de concentração, de análise e de síntese, raciocínio rápido, excelente memória, facilidade de expressão oral ou escrita – conforme o tipo de trabalho – grande curiosidade intelectual e vasta cultura geral. Do candidato a intérprete devemos exigir também reflexos rápidos, facilidade de adaptação a qualquer tipo de sotaque, o dom da oratória, um tom de voz agradável e resistência física e mental acima da média. E, para o tradutor e o intérprete, tato e diplomacia no trato com os clientes.

Encontrados os candidatos ideais, vamos então formá-los, ensiná-los a traduzir e interpretar idéias e culturas, e jamais simples palavras... Diria melhor, ‘começar’ a formá-los, pois seu desenvolvimento profissional irá estender-se por toda a vida, a partir de cada texto traduzido ou cada palestra interpretada.

Sabemos que esse aprendizado só produz frutos perfeitos naqueles que já nasceram com o dom de traduzir ou interpretar, mas sabemos também que o sucesso profissional dependerá basicamente de uma dedicação total ao estudo, à pesquisa e à profissão.

Na minha experiência de 30 anos à frente de um curso de tradução e interpretação, procuramos descobrir nos candidatos a alunos todo esse potencial, e guiá-los na melhor maneira de concretizá-lo. Vamos ensiná-los a compor um texto ou uma fala que não levem o leitor ou a platéia a pensarem que aquilo que dizem ou escrevem nasceu em uma outra língua. Vamos ensiná-los a tratar as palavras com amor e a serem, a um tempo, fiéis e criativos.

É um trabalho meticuloso e absorvente, demorado e difícil. Mas traz grandes alegrias, principalmente quando nosso novo profissional percebe, no meio do turbilhão de estudos e atividades a que se submete, que seu trabalho – embora árduo, solitário, cansativo e, muitas vezes, mal remunerado – será sempre gratificante e enriquecedor se ele for um profissional responsável, dedicado e 100% honesto com seus textos, suas falas e seus clientes.

É quando ele descobrirá que, neste mundo tão diversificado, mas tão globalizado, escolheu a mais fascinante das profissões!

Ângela Levy is a translator/interpreter and the creator of the Curso de Formação de Tradutores e Intérpretes of ALUMNI, in São Paulo, Brazil. She was Director of ALUMNI for 30 anos and still teaches at that school. Ângela is a member of ABRATES and sits at the Examining Board for their Accreditation Program. ♦



9th Annual Spring Meeting Roney Palace Resort, Miami, Florida

APRIL IN MIAMI – USEFUL INFORMATION FOR PLD MEMBERS

HOTEL INFORMATION:

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- Taxi from Miami International airport to the hotel averages \$24 each way. You may also decide to rent a car and share expenses with a fellow participant since there is a lot to see in the area.

- Temperatures in April averages 70° to 83° degrees F (20°/28° C)

PLANNING YOUR STAY:

Welcome to Miami! Here you think of Palm Trees, white beaches, relaxing strolls and beautiful sunsets. Here you choose how much or how little you want to do. Theaters, cruises, shopping, fine dining, international cuisine, entertainment, nature adventures, parks, beaches, fishing, snorkling, scuba diving, jet skis and parasails.

The City of Miami Beach is a self-proclaimed cultural district with more activity in its seven square-mile stretch than any other destination in Florida.

When the sun goes down South Beach heats up. Often referred to as the American Riviera, this trendy Art Deco district of Miami Beach is filled with sounds of music and laughter. Whether you like listening to jazz, dancing the night away in one of the many famous clubs, or just sitting at a sidewalk cafe and people watching -- there is something for everyone in South Beach.

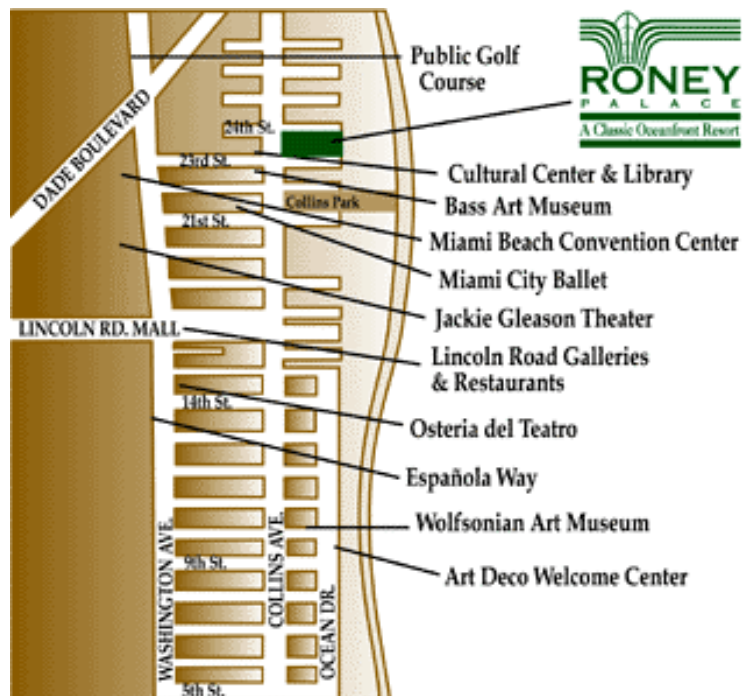
If you are inclined to sightsee, the Art Deco District contains over 800 buildings in this distinct architectural style, and Ocean Drive is known for its bustling activity and sidewalk cafes. Although Art Deco buildings can be found throughout Florida, no

place is as synonymous with the style as South Miami Beach. Miami Beach is best known for its historical Art Deco hotels built in the '30's and '40's. Trendy South Beach is a perfect backdrop for these landmarks along with chic restaurants and hip nightclubs.

Lincoln Road Mall – walking distance from the hotel – a must see!

Lincoln Road Mall encompasses culture, theater, dance, music, retail stores, and every type of cuisine and nightlife under the stars. Located in the heart of the historical Art Deco District, it is home to the Miami City Ballet, the Art Center South Florida, the Colony Theater, the New World Symphony, as well as numerous film and theater groups. This charming pedestrian thoroughfare is convenient to everyone and is continually host to exciting events, fabulous dining, gifted artist, and much more. Take a virtual tour:

http://www.miamivr.com/tours/lincoln_tour.htm



RESTAURANTS AND NIGHTLIFE

Greater Miami and the Beaches' magical charm and strategic location have provided this lustrous city with an enviable mixture of cultures and cuisines. While the cuisine spans the culinary spectrum, from traditional classics like grilled strip steak and baked potato to contemporary

concoctions like cracked Bahamian conch with black bean/mango relish and vanilla-rum sauce, make no mistake - Greater Miami's chefs are in the avant garde. Their often health-conscious dishes feature innovative flavors, contrasting textures and delightfully artful presentations. Heavily influenced by Latin American and Caribbean cultures, this "New World" cuisine, a buzzword in culinary circles, reflects the city's ethnic fusion and the ready availability of exotic ingredients.

The moon over Greater Miami and the Beaches doesn't signal the end of the day; it means the fun has just begun! The area offers a galaxy of nighttime amusements to enjoy, from the cool sophistication of Greater Miami's entertainment scene <http://www.cooljunkie.com/> to the heart-pumping excitement of South Beach's and Coconut Grove's clubs. And with a variety of late-night activities to choose from, the party keeps going until the beautiful sunrise.

You may want to stay longer and take a cruise, visit the Everglades, the Viscaya Museum or the wonderful Keys of Florida. For more information on the Sunshine State, visit <http://www.tropicoolmiami.com> or <http://www.miamivisitorguide.com/beach.html> or surf your search engine for more specific details. ♦

EVENTS



March 2003
19th Northwest Linguistics Conference, Location: Victoria, BC, Canada, Date: 01-March-2003 - 02-March-2003

The Central States Conference on the Teaching of Foreign Languages, Minneapolis, Minnesota, March 6-8, 2003
2003 Texas Linguistics Society Conference: The Dynamics of Coarticulation in Speech Production and Perception, Austin, Texas, USA, 07-09 March 2003
Knowledge Systems in Text and Translation - Euroconference 2003, Aarhus, Denmark, 13 March 2003 - 15 March 2003
First International Conference on Missionary Linguistics, University of Oslo, March 13-16th, 2003
Southwest Conference on Language Teaching - A Peak Ahead...A Peek at the Past, Denver, Colorado, March 13-16th, 2003
West Coast Conference on Formal Linguistics, University of California, San Diego, March 21-23, 2003
Annual conference of the American Association for Applied Linguistics (AAAL), Sheraton National Hotel, Arlington, VA, March 22-25, 2003

Language for Specific Purposes - LSP in Practice: Responding to Challenges, Eden Garden Hotel, Johor Bahru, Malaysia, 25-27 March 2003
5th meeting "Terminology and Artificial Intelligence", Strasbourg, France, 31 March - 1 April 2003
CLAN FOR CONVERSATION ANALYSIS WORKSHOP, University of Hawaii at Manoa, March 31-April 4, 2003

April 2003

International Business, Language & Technology: New Synergies, New Times, Miami, Florida, United States, 2 to 5 April 2003
PRACTICAL APPLICATIONS IN LANGUAGE CORPORA - PALC 2003, Lodz University Conference Centre, 4 - 6 April 2003
TESOL-SPAIN 26TH NATIONAL SEMINAR: Working Together: Building a Network for Teacher Development, Valencia, Spain, 4-6 April, 2003
Northeast Conference on the Teaching of Foreign Languages (NECTFL), Omni-Shoreham Hotel, Washington, DC, April 10 - 13, 2003
COMPLEX 2003 - 7th Conference on Computational Lexicography and Text Research, Hotel AGRO, Budapest, Hungary, 11th April 2003
EACL 2003 - 11th Conference of the European Chapter of the Association for Computational Linguistics, Agro Hotel, Budapest, Hungary, April 12-17, 2003
56th Annual Kentucky Foreign Language Conference, University of Kentucky, Lexington, 24-26 April 2003
LSRL XXXIII--Romance Languages, Indiana University, Bloomington, April 24-27, 2003
Beyond Chomsky 2003: The Real Study of Real Language, Carnegie Mellon University, Pittsburgh, Pennsylvania, April 26 and 27, 2003
4th International Symposium on Bilingualism, Arizona State University, April 30-May 3, 2003

May 2003

Second WorldCALL conference (World Computer Assisted Language Learning), Banff, Canada, May 7-10, 2003
Semantics and Linguistic Theory (SALT) 13, University of Washington, Seattle, Washington, May 9-11, 2003
International Symposium on Linguistic Diversity and Language Theories, Boulder, Colorado, May 14-17, 2003
THE ROLE OF TRANSLATION IN THE STANDARDIZATION OF SPECIALIZED LANGUAGES. III INTERNATIONAL COLLOQUIUM ON THE HISTORY OF IBERO-ROMANCE SPECIALIZED LANGUAGES, Barcelona, 15-16 May, 2003
Controlled Language Translation, Dublin City University, Ireland, 15th-17th May, 2003
Creating Teacher Community: Third International Conference on Language Teacher Education, Radisson-Metrodome Hotel, Minneapolis, Minnesota, USA, May 29-31, 2003
CATS 16th Annual Conference - Translation and Globalization, Dalhousie University, May 29-31, 2003 ♦

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 also available at www.ata-divisions.org/PLD

PORTUGUESE LANGUAGE DIVISION – ATA
9TH ANNUAL SPRING MEETING
Roney Palace Resort, Miami Beach, Florida
APRIL 25 AND 26, 2003 – FRIDAY AND SATURDAY – 9 am to 6 pm

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Members – until April 19*	\$ 140.00	
Early bird (by March 24, 2003)*	\$115.00	
One day (day:)*	\$ 60.00	
Total		

Non-members – until April 19*	\$ 195.00	
Early bird (by March 24, 2003)*	\$160.00	
One day (day:)*	\$ 80.00	
Total		

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